

# ACCENTURE – an Approach to the Organization

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**Abstract:** Accenture has been selected for this analysis due to its position as one of the largest and most influential professional services companies worldwide. Accenture is widely recognized for its leadership in strategy, technology, digital transformation, and innovation-driven consulting.

The main objective of this paper is to analyze Accenture as a business organization from a strategic perspective. The analysis focuses on the company's historical development, current market position, internal and external environment through a SWOT analysis, corporate strategy, and leadership model. This approach makes it possible to understand how Accenture has built and sustained a competitive advantage in a highly dynamic and demanding industry.

**Key-words:** Accenture; Organization; SWOT; Strategy

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## I. Introduction

In the current global business environment, organizations operate under conditions of increasing uncertainty, rapid technological change, and intense competitive pressure.

Digitalization, automation, and the growing use of advanced technologies such as artificial intelligence are profoundly reshaping how companies operate, compete, and create value.

As a result, firms are required not only to improve efficiency but also to rethink their business models to remain competitive in the long term.

Within this context, consulting and professional services firms play a critical role, as they support organizations in managing change, adopting new technologies, and implementing complex transformation initiatives.

## II. The Company: History and Current Position

### 2.1 Historical Development

Accenture's origins can be traced back to the early 1950s, when it operated as the management consulting division of the accounting firm Arthur Andersen. From the beginning, this division adopted an innovative approach by integrating technology into business consulting services, at a time when the use of information systems in organizations was still in its early stages.

Over the following decades, this focus on technology became a defining characteristic of the firm and a key source of differentiation. In 1989, the consulting division formally separated from Arthur Andersen and became known as

Andersen Consulting. This separation allowed the firm to operate independently, strengthen its global presence, and develop a distinct corporate identity.

In 2001, after a legal dispute related to brand ownership, the company adopted the name Accenture. The new name, associated with the idea of “accent on the future,” symbolizes a strategic shift toward innovation, forward-looking solutions, and longterm value creation. This moment marked a significant turning point in the company’s evolution.

Throughout the 2000s and 2010s, Accenture pursued sustained growth through both organic expansion and the acquisition of specialized firms. These acquisitions enhanced its capabilities in key areas such as digital marketing, cloud computing, cybersecurity, data analytics, and artificial intelligence, reinforcing its leadership in technology-based professional services.

### **2.2 Current Market Position**

Today, Accenture operates in more than 120 countries and employs several hundred thousand professionals worldwide.

The company serves clients across a broad range of industries, including financial services, healthcare, telecommunications, energy, manufacturing, retail and the public sector. Its diversified client base reduces dependence on any single industry and allows Accenture to play a key role in multiple areas of the global economy.

Accenture’s global scale, combined with its multidisciplinary expertise, enables it to act as a strategic partner for both private and public organisations. The firm is widely regarded as a global leader in technology consulting and digital transformation, particularly in large-scale and complex transformation projects.

It competes with other major consulting and technology firms such as Deloitte, PwC, IBM Consulting, Capgemini, McKinsey and Bain, yet continues to differentiate itself through its strong technological capabilities and end-to-end service model.

In addition, Accenture benefits from a strong corporate brand, long-term client relationships and consistent financial performance.

The company is frequently ranked among the world’s most valuable and respected professional services brands, which reinforces client trust and supports the attraction of top global talent. These factors strengthen Accenture’s position as one of the most powerful and influential companies in the global professional services industry

## **III. SWOT Analysis**

A SWOT analysis provides a structured framework to evaluate Accenture’s internal strengths and weaknesses, as well as the external opportunities and threats that influence its competitive position.

### **2.1 Strengths**

One of Accenture’s most significant strengths is its broad and diverse service portfolio. The company offers strategy consulting, technology implementation, digital services, and managed operations, allowing it to deliver end-to-end solutions and support clients throughout the entire transformation process.

Another key strength is Accenture’s global presence. Its extensive international network enables the firm to serve multinational clients effectively while leveraging diverse talent pools across different regions. Furthermore, Accenture makes continuous investments in innovation, research, and employee training, ensuring that it remains at the forefront of emerging technologies such as artificial intelligence, cloud computing, and advanced analytics.

Strong and long-lasting client relationships, together with a highly skilled workforce, further enhance Accenture’s ability to deliver high-quality services and maintain client trust over time.

## 2.2 Weaknesses

Despite its strong competitive position, Accenture faces certain internal challenges. The company’s heavy reliance on consulting and professional services revenue makes it vulnerable to economic downturns, as organizations may reduce discretionary spending during periods of uncertainty.

Additionally, the large size and complexity of Accenture’s global operations can create coordination and management challenges. Ensuring strategic alignment and operational consistency across different countries, cultures, and regulatory environments requires significant organizational capabilities and effective leadership.

## 2.3 Opportunities

Accenture has substantial growth opportunities related to the continued expansion of digital transformation initiatives. As organizations increasingly adopt artificial intelligence, automation, and cloud-based solutions, demand for Accenture’s expertise is expected to grow.

Emerging markets also present important opportunities, as many countries are investing heavily in digital infrastructure and modernization. Moreover, rising concerns related to cybersecurity and data protection create additional opportunities for Accenture to expand its security and risk management services.

## 2.4 Threats

Accenture operates in a highly competitive environment, facing competition from other global consulting firms, large technology companies, and specialized boutique consultancies. Rapid technological change requires constant investment; failure to keep pace with innovation could weaken the firm’s competitive position.

Other external threats include economic instability, geopolitical tensions, regulatory changes, and intense competition for skilled professionals, which may increase labor costs and affect profitability.

<b>Strengths</b> <ul style="list-style-type: none"><li>• Broad and diverse service portfolio</li><li>• Extensive global presence and talent pool</li><li>• Continuous investment in technology and innovation</li><li>• Strong client relationships and corporate brand</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Vulnerability to consulting revenue fluctuations</li><li>• Managing complexity of global operations</li><li>• Competition for skilled professionals raises costs</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Growing demand for digital transformation</li><li>• Expansion in emerging markets</li><li>• Increased need for cybersecurity services</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Intense competition in consulting and tech</li><li>• Economic and geopolitical uncertainties</li><li>• Regulatory risks and talent shortages</li></ul>

## IV. Current Strategy

Accenture’s current strategy is mainly focused on helping companies transform their business by using technology. The company wants to be a global leader in business transformation, so it works closely with clients to improve how they operate, how they serve customers, and how they grow in the long term.

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A very important part of this strategy is the use of digital tools, data, cloud technology, and artificial intelligence. Accenture helps organizations understand how these technologies can be used in real situations, not only to reduce costs but also to create new opportunities and new ways of working.

In addition to that, Accenture does not just give advice and then leave. Instead, the company supports clients through the whole journey. This starts with helping them define their vision, then designing the strategy, and finally helping them implement the changes inside the organization, so, the role of Accenture is both strategic and practical.

In 2025, Accenture also changed its own internal structure to better support this strategy. The company created something called “Reinvention Services,” which brings together areas such as strategy, consulting, technology, and operations into one unified model. The idea is to work in a more connected way and to respond faster to client needs, especially now that AI is becoming more important.

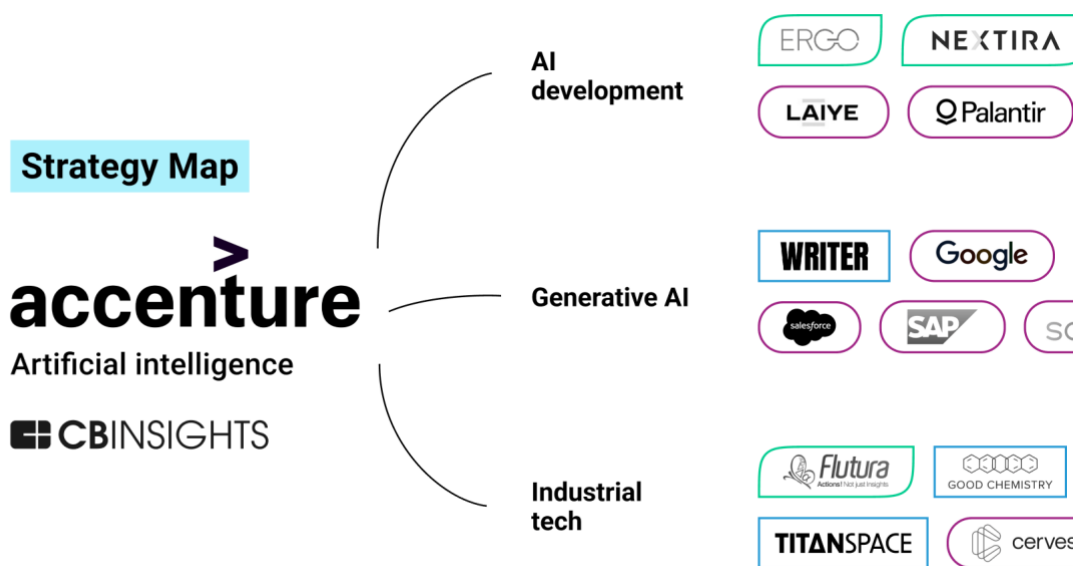
Another key point in Accenture’s strategy is helping companies become more flexible and better prepared for change.

Since markets, customers, and technology evolve very quickly, Accenture encourages organizations to constantly review and improve their processes, structures, and skills.

Inside the company, Accenture is also investing in training its employees in digital and AI-related skills. This is to make sure that its workforce is prepared for new types of projects and for the growing importance of technology in business.

From a strategy perspective, Accenture mainly competes by differentiation. This means that it tries to offer services that are special, high-value, and difficult for competitors to copy. At the same time, the company continues looking for new opportunities linked to innovation and technological change.

In summary, Accenture’s current strategy is based on using technology to help organizations transform, supporting them from the first strategic idea to the final implementation, and adapting its own structure so it can operate better in the new AI-driven business environment.



## **V. Leadership**

### **5.1 Current Leader**

Accenture is led by Julie Sweet, who is the Chair and Chief Executive Officer of the company. She has been part of Accenture for many years and has held different leadership roles, so she has a deep understanding of how the company works, its culture, and its people across many countries.

This experience helps her make decisions that are realistic and closely connected to the way the organization actually operates.

Julie Sweet's leadership style is both forward-looking and people-oriented. She believes that technology is rapidly changing the way companies work, so leaders need to be prepared and think ahead, instead of only reacting when problems appear. At the same time, she also gives a lot of importance to people, teamwork, and diversity inside the company.

One of her main priorities as CEO has been to place artificial intelligence and digital transformation at the center of Accenture's strategy.

Under her leadership, the company is investing strongly in AI and helping clients understand how technology can improve their business. She has also supported training programs so employees can learn new digital and AI-related skills, ensuring that both the company and its people develop together.

Overall, Julie Sweet is seen as a modern and committed leader who wants Accenture to keep growing and innovating, while still maintaining a strong focus on people and responsible business.

### **5.2 Key leadership decisions**

Under her leadership, Accenture has invested a lot in new technologies such as artificial intelligence, cloud systems and digital tools. At the same time, she has made sure that employees receive training so they can adapt to these changes.

The company understands that technology alone is not enough if people do not know how to use it.

Another important decision was to change how the company is organized. Accenture decided to work in a more connected way, where strategy, technology and daily work are not separated. This helps the company respond better to clients and offer solutions that are more complete and useful.

Julie Sweet has also focused a lot on the company's culture. She has supported diversity and inclusion in a real way, not just on paper. She believes that people from different backgrounds bring new ideas and work better together. Because of this, Accenture has been able to attract and keep talented workers, even though competition for jobs is very strong.

In general, her leadership has helped Accenture move forward during a time of constant change. She has kept a clear direction for the company while also supporting innovation and employee development. This has been very important for Accenture's long-term success.

## **VI. Conclusion**

Accenture is a good example of how a big company can deal with change and still do well. Over the years, the company has changed the way it works, moving from traditional consulting to a model that focuses more on technology and digital solutions. This has helped Accenture stay competitive in a business world that keeps changing.

One important reason for Accenture's success is how it works with its clients.

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Accenture does not only give advice.

It also helps companies apply changes and improve their way of working over time. Because of this, many clients see Accenture as a long-term partner, not just a consulting company.

Technology is a key part of Accenture's strategy. The company uses tools like artificial intelligence, cloud systems and data to help organizations work better and prepare for the future. At the same time, Accenture knows that technology is not enough on its own. People need the right skills, so training employees is also very important.

Leadership has also played an important role. With Julie Sweet as CEO, Accenture has followed a clear direction focused on change, innovation and people. Her leadership has helped the company adapt its structure, invest in new skills and respond better to client needs.

In conclusion, Accenture shows that long-term success comes from being open to change, using technology in the right way and investing in people. Companies that have clear leadership and are ready to adapt are in a better position to succeed in today's global market.

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